BLAND AND CO

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National Headquarters

THE AMERICAN LEGION

777 North Meridian Street INDIANAPOLIS, INDIANA



HERE'S YOUR 1935 AUXILIARY CATALOG!

Brand new, quality merchandise and exceptionally low prices feature this latest American Legion Auxiliary Emblem Catalog. Without exception, each individual item is unreservedly guaranteed and is offered with the honest conviction that it is the best possible value for your money. Your complete satisfaction is assured, for if you are not pleased in every way, your money will be refunded promptly and without question, upon return of your purchase.

It is required by a National Convention mandate that the Emblem Division operate on a strictly cash basis. No charge orders can be accepted. All orders, therefore, should be accompanied by remittance in full payment, with checks or money orders made payable to the Emblem Division, The American Legion.

We are at your service, and it will be a genuine pleasure to accord your order immediate and special attention.

Sincerely yours,

Marguette

E. O. MARQUETTE, Director Emblem Sales.

UNIT CAPS

These distinctive Unit caps are expertly tailored from the finest of materials. They will effectively and economically solve your uniform problem, especially on Memorial Day. If you have never enjoyed owning an Auxiliary cap, there is a real treat in store for you. Order yours now!

DESCRIPTION—Overseas type, made of 14-oz. blue uniform cloth, with the emblem beautifully silk embroidered in colors. The inscription is likewise embroidered in pure silk thread. All Auxiliary caps are piped and lettered in white, and are not available with gold trimming and lettering, which is reserved exclusively for Legion caps. Furnished only in standard head-sizes, and in ordering, please be sure to specify correct head-sizes, as caps are not exchangeable. Two weeks required for delivery.

LETTERING—Standard lettering provides for Unit number on right side and State name in full on left. If desired, Town name in full with State name abbreviated may be substituted for an additional charge of 25c per cap. Additional or special types of lettering extra. Prices on request.



Single Caps (Std. lettering) \$2.25 each 12 or more Caps (Std. lettering) 2.00 each Note: Remittance must accompany order. No C.O.D. shipments.

CAP INSIGNIA



PRICE Past Officer Type...\$2.50 each

Here is the very newest thing in Auxiliary regalia! Cap insignia for past and present officers. Not only do they add an enviable touch of distinction but they instantly identify you as one of the comparative few chosen to officially serve the Auxiliary. Beautifully made in genuine gold bullion and silk embroidery. Either type can be quickly and conveniently attached.



PRICE Present Officer Type.....\$1.00 each



Unit colors are now available in four qualities—two silk and two wool, at a wide range of prices, within the reach of every Auxiliary Unit.

Both grades of silk flags are made to the same rigid specifications and are identical in every respect with the exception of the weight of the silk. Grade 1 silk flags are made of heavy, U. S. Government quality silk. Grade 2 silk flags are made of the same quality silk, identical in appearance, but slightly lighter in weight. The equipment, workmanship and appearance of both grades are identical.

Wool flags are likewise made to the same specifications and are identical excepting the Grade B flag is single instead of double thickness material. Both flags are made of U. S. Government quality wool bunting.

	U.S. Flags		
Silk, Grade 1	. \$27.50	\$75.00	\$102.50
Silk, Grade 2	. 24.50	67.50	92.00
Wool, Grade A	. 17.50	38.50	56.00
Wool, Grade B	. 17.50	31.00	48.50

Two weeks required for delivery. Remittance must accompany order. No C.O.D. shipments. Cast Iron Flag Stands, \$2.00 each additional, f.o.b. New York City.



SPECIFICATIONS

SIZE—All Auxiliary flags are 3 x 5 feet in size. Description—Silk U. S. flags are made with embroidered stars and sewed stripes. Wool U. S. flags are made with sewed stars and sewed stripes. Silk Unit banners are made of double thickness material, with the emblem and lettering reading correctly on both sides. The insignia and lettering are executed in pure gold leaf. Grade A wool Unit banners are made with double thickness material, with painted (oil color) emblem, and with gold sateen appliqued lettering. Grade B wool Unit banners are identical with the exception they are single thickness material. The emblem and lettering appears on both sides, with the inscription reading reversely on the back. The double emblem, however, is reproduced correctly (oil colors) on both sides.

MOUNTING—All flags and banners are trimmed on three sides with two-inch yellow silk bullion fringe and ornamented with a pair of six-inch yellow silk tassels with nine feet of yellow silk cord. Each is mounted on an eightfoot polished antique oak pole, fitted with double brass screw joint and surmounted with a six-inch solid brass eagle.

EQUIPMENT—Each flag is equipped with a genuine leather carrying belt and a heavy oil cloth rain cover which is interlined with heavy canvas.



GRAVE MARKERS

Here is the new, official Auxiliary grave marker, authorized by the Thirteenth Annual National Convention. Beautifully executed in the finest of pure bronze, each Auxiliary marker is furnished complete with a thirty-inch oxidized brass rod and anchor. The back is made with a raised plate for casting the name, birth and death dates, and other appropriate data in raised, polished letters.

The grave of each deceased member of your Unit should be marked with an Auxiliary grave marker before next Memorial Day. Auxiliary grave markers are everlastingly guaranteed.

PRICE \$1.10 each..... (Complete with anchor) f.o.b. Nashua, New Hampshire. Two-week delivery.

Special Lettering—Cast-on lettering, not to exceed four lines, each line containing not in excess of twenty-one letters and characters including the spaces between words—50c additional.

Remittance must accompany order. No. C.O.D. shipments.

Note: Grave marker flags of heavy printed cotton, size 8 x 12", mounted on smooth, whitewood staffs, with gilded spearheads available at 50c per dozen or \$5.00 per gross, delivered.



No. 32

MEMORIAL WREATHS

Memorial wreaths are beautiful and lasting, providing the maximum beauty at a minimum of expense. Created expressly for Memorial Day, yet equally appropriate for funerals, decorations of memorials, monuments, etc. In addition to decorating the grave of each deceased member of your Unit on Memorial Day, every Auxiliary Unit should have a wreath on hand for emergency use.

PRICES

No.	30 Wreath	 	 			.\$0.50
Nο	32 Wreath					1.25

INITIATION LAMPS

The best insurance for the success of your Unit is the use of the initiation ceremony, as set forth in the official Manual of Ceremonies. Its effect upon new members is far-reaching and lasting.

The official initiation lamp which is required, consists of a twelve-inch opaque canteen-shaped glass globe, with base attached. The lettering and emblem, which is beautifully and accurately reproduced in full colors, are both fired into the glass by a special process. Each lamp is furnished complete as illustrated, with ten feet of cord, plug and socket. No extras to buy, excepting lamp bulb.



f. o. b. Monaca, Pennsylvania

Remittance must accompany order. No C. O. D. shipments. Two-week delivery.



INITIATION FLAGS

Miniature American flags are required in the official initiation ceremony. Special quality, American made, printed silk miniature flags, mounted on ebonized staffs, with gilded spearheads, are available in two sizes. Larger sizes priced upon application.



BADGE



YEAR BAR

PRICES	Size 2 x 3 inches,	, per dozen	500
	Size 4 x 6 inches,	, per dozen	\$1.00

OFFICERS' BADGES AND YEAR BARS

The Auxiliary ceremonial badge is made in one standard style and for officers only. They play an important part in the initiation ceremony and go a long way in creating the proper atmosphere at Unit meetings. Available for all official Unit, County, District and Department officers. Specially designed year bars are available at a nominal additional charge.

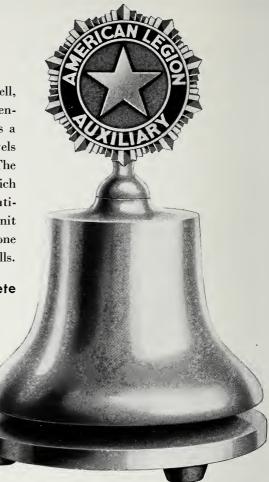
PRICES	Gold-plated badge, only
	Gold-plated year bar, only50c
	Note: Solid gold prices upon application.

GAVEL BELLS

This beautiful, bronze gavel bell, which commands instant attention, has been specially designed as a striking base for the Auxiliary gavels illustrated on the opposite page. The double-faced Auxiliary emblem, which is three inches in diameter, is beautifully enameled in colors. Your Unit equipment is not complete without one of these beautifully toned, striking bells.

PRICE \$7.50 Complete

(ONE-HALF ACTUAL SIZE)



GAVEL BLOCKS



(ONE-HALF ACTUAL SIZE)

For those who prefer the more conventional type of gavel striking base, we suggest one of these attractive gavel sounding blocks. Available in two types, genuine rosewood and ebonized Lignum-Vitae, to match the gavels offered on the opposite page. Each one is furnished complete as illustrated with a gold-plated band and emblem, beautifully enameled in colors.

PRICE \$3.50 each complete, either type Engraving 5c extra per letter (not word) or numeral.

GAVELS (Standard)

This light, but sturdy, highly polished, genuine rose-wood gavel will stand the stress of many a stormy session. Each is furnished complete with a gold-plated band, bearing the official Auxiliary insignia, beautifully enameled in colors. This standard gavel is an essential part of your Unit equipment.



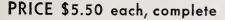
PRICE \$2.75 each, complete

Note: Engraving 5c extra per letter (not word) or numeral.

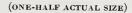
(ONE-HALF ACTUAL SIZE)

GAVELS (DeLuxe)

Here is truly a deluxe type of gavel, created primarily for presentation purposes. The head is imitation ivory and the handle genuine ebony. This decidedly out-of-the-ordinary gavel is furnished complete with gold-plated band and emblem, as illustrated.



Note: Engraving 5c extra per letter (not word) or numeral.



PERSONAL STATIONERY

This unusual assortment of embossed personal stationery is available in three popular sizes. The quality is high-grade white vellum, with the Auxiliary emblem beautifully embossed in two colors. Designed exclusively for personal use, Auxiliary stationery is not available with special imprinting or engraving. Style 1, single sheets, size $7\frac{1}{4}$ " x $10\frac{1}{2}$ "; Style 2, double sheets, size $6\frac{1}{4}$ " x 7"; Style 3, correspondence cards, size $3\frac{3}{4}$ " x 6".

PRICE 75c per quire (any style) (substantial reductions in quantities)

PRINTING CUTS

These one and two-color *Printing Cuts* of the American Legion Auxiliary emblem have been provided for the convenience of Units and Departments in printing stationery, meeting notices, etc. The official membership pin is described on page three.

Size	ONE COLOR	Two Color
½ inch	\$0.35	\$0.75
3/4 inch	35	.75
1 inch	35	Not furnished
1½ inch	. 35	.75
1½ inch	. 35	Not furnished
2 inch		Not furnished
Larger cuts furnished on special order.		

EMBLEM TRANSFERS

American Legion Auxiliary transfers are now available in two sizes, three-inch and six-inch. Each one beautifully reproduces the official Auxiliary emblem in full colors, and is specially designed to apply to either opaque or transparent surfaces. Just the thing for the doors and windows of Unit Headquarters. Excellent for auto windshields, too! *Minimum order*, 25c.

PRICES	3-inch	5c each	6-inch	10c each
PRICES	3-mcn	sc each	U-IIICII	

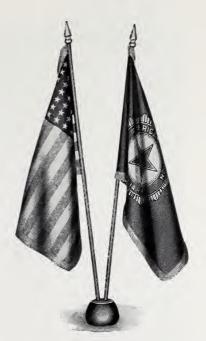
MINIATURE UNIT COLORS

AMERICAN LEGION Auxiliary Unit Colors in miniature form, especially designed for desk and table use, are now available. Each set consists of an 8 x 12-inch printed silk U. S. and Auxiliary Unit flag (unlettered), fringed on three sides and mounted on an 18-inch ebonized staff with gilded spearhead. A specially designed holder is included.

Each Auxiliary member should have a set of these miniature Unit Colors. They are splendid souvenirs for banquets, dinners, dances, etc.!

PRICES

Complete stand colors\$	1.25 per set
U. S. flag only	.40 $each$
Auxiliary flag only	$.80\ each$
Holder only	.25 $each$
Note: Special prices on quantities of fifty or n	nore sets.



MINIATURE FIDAC COLORS



These attractive miniature colors are exact replicas in every detail of the official flags of the nations comprising the FIDAC. Each set consists of 11 brilliant silk flags each mounted on an ebonized staff, with gilded spearhead, and a specially designed table or desk holder. These striking miniature flags are available in two sizes and are to be had either with or without fringe.

Every Unit should have a set of miniature FIDAC colors!

PRICES

Size 4 x 6 inches, plain, per set	\$2.25
Size 4 x 6 inches, fringed, per set	2.75
Size 8 x 12 inches, plain, per set	4.50
Size 8 x 12 inches, fringed, per set	5.50



MEMBERSHIP PINS

It is a real privilege to be eligible to wear the American Legion Auxiliary Emblem. Never be without it. It is an emblem that is recognized and respected by all patriotic citizens. Each official membership pin is a tribute to the art of jewelry making—made with the utmost care and equipped with a dependable safety catch. The solid gold pins are particularly recommended for they are guaranteed forever. You need more than one membership pin! Gold Star pins for Gold Star members available at no additional charge.

PRICES

Gold-plated	\$0.25 each
10-K solid gold	
14-K solid gold	3.00 each

ARM BANDS

Arm bands are particularly in demand on Memorial Day, Armistice Day, and other holidays. Made of dark navy blue uniform cloth with the emblem beautifully reproduced in proper colors. Each band is equipped with elastic which holds it securely in place.

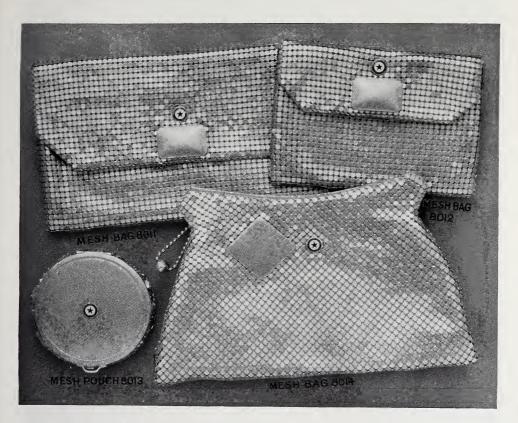
PRICE, 60c Each (as illustrated). Two-week delivery. Additional lettering 5c extra per letter or numeral.



SILK EMBROIDERED EMBLEMS

Reproductions of the Auxiliary emblem, beautifully embroidered in official colors, are available in two sizes, two and four inches in diameter. Each is mounted on a circular piece of blue uniform cloth to facilitate appliquing.

PRICES	Style Y—2-inch diameter	20c each
	Style X—4-inch diameter	50c each



MESH BAGS

Selected because of its smartness, beauty and general utility, this unusual assortment of genuine Whiting & Davis gold mesh bags and powder pouch, is the very finest obtainable. Each is furnished complete with a separately attached, gold-plated Auxiliary emblem, which is beautifully enameled in colors.

PRICES

Mesh Bag No. 8011

Exquisitely executed, this genuine Whiting & Davis gold mesh bag for afternoon or formal use is an exceptional value. The gold-plated Auxiliary emblem is beautifully enameled in colors. Size $6\frac{3}{8}$ " x $3\frac{3}{4}$ ". Beautifully lined in heavy gold silk. Price............\$2.75

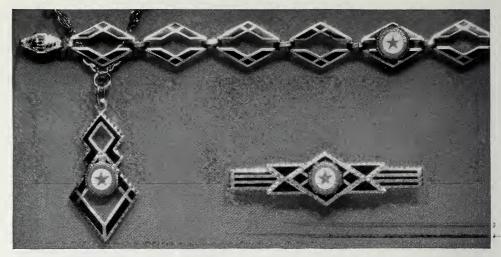
Mesh Bag No. 8012

Same as No. 8011, excepting $4\frac{1}{2}$ " x $3\frac{1}{8}$ " in size. This, too, is a genuine Whiting & Davis gold mesh bag. Price\$1.50

Powder Pouch No. 8013

Smart and compact, this attractive gold mesh powder pouch can be used separately, or with

Zipper Mesh Bag No. 8014

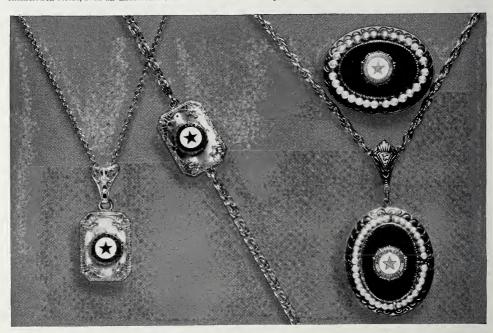


STERLING SILVER AND BLACK ENAMEL MODERNISTIC ENSEMBLE

This out-of-the-ordinary modernistic ensemble is beau-tifully executed in sterling (solid) silver and black enamel. The sterling silver emblem, which is beautifully enameled in colors, adds an undeniable touch of smartness.

PRICES

Bracelet No. 7	3.50
Pendant No. 5	2.50
Brooch No. 3	1.50
Complete ensemble	7.00



MOTHER-OF-PEARL ENSEMBLE

Iridescent mother-of-pearl stone, beautifully mounted in yellow rolled gold plate. An unusual combination, very moderately priced. Each piece furnished complete with a gold-plated Auxiliary emblem, beautifully enameled in colors.

PRICES

Pendant No. 42													\$2.25
Bracelet No. 5010					 								2.25
Complete ensemble.													4.00

ANTIQUE ONYX AND PEARL ENSEMBLE

This quaint, antique, yellow gold-filled pendant and brooch are typical of the Gay 90's jewelry, which is so rapidly coming into vogue. The beauty of the black onyx center which carries the Auxiliary emblem in colors, is heightened by the row of evenly matched pearls.

PRICES

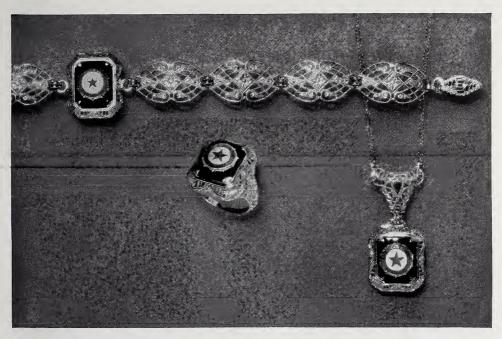
Pendant No. 29	\$4.00
Brooch No. 30	3.25
Complete ensemble	6.75

STERLING SILVER AND ONYX FILIGREE ENSEMBLE (BELOW)

The delicate sterling (solid) silver filigree work in this attractive three-piece set provides a striking setting for the black onyx center. The contrast is further enhanced by the sterling Auxiliary mounting, which is in colors.

PRICES

Bracelet No. 16	3.50
Ring No. 18	3.00
Pendant No. 17	2.00
Complete ancomble	8.00

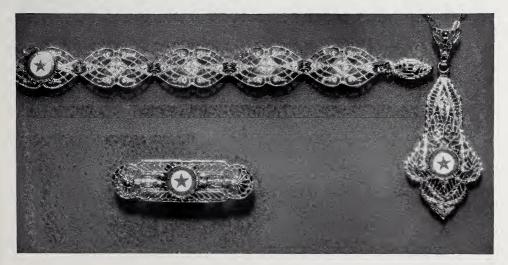


STERLING SILVER FILIGREE ENSEMBLE (BELOW)

This attractive, sterling (solid) silver filigree ensemble is as modern and up-to-the-minute as tomorrow's newspaper. The beauty of each piece is further enhanced by the solid silver emblem, which is attractively enameled in colors.

PRICES

Bracelet No. 15	32.25
Pendant No. 13	1.50
Brooch No. 14	2.75
Complete ensemble	6.00



PENDANTS

This exquisite assortment of pendants affords a wide variety of choice in design, shape, color and price. Each is beautifully made with a precision and daintiness which will delight even the most discriminating feminine taste. Pendants make ideal gifts or membership prizes.

PRICES

Pendant No. 46

A resplendent sun-ray crystal, mounted in a dainty sterling (solid) silver filigree frame, with slender, sterling silver chain. The sterling silver Auxiliary emblem is beautifully enameled in colors. Price\$1.75

Pendant No. 44

Pendant No. 41

A dainty locket, exquisitely executed in yellow rolled gold plate, with black enamel border. Complete with rope type, yellow gold-filled chain, and Auxiliary emblem in colors.

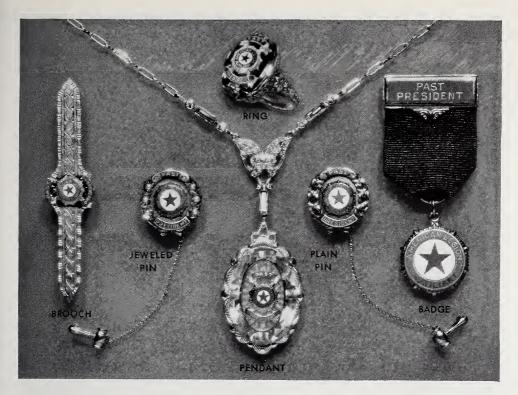
Pendant No. 45

An iridescent mother-of-pearl stone, suspended from a dainty yellow rolled gold-plated chain The gold-plated Auxiliary mounting is beautifully reproduced in colors. Price.......\$1.75

Pendant No. 40

An unusual antique-onyx pendant, beautifully made from yellow rolled gold plate. The plated Auxiliary emblem is reproduced in colors. The dainty rope type gold-filled chain is ornamented with tiny pearls. An exquisite combination Price......\$3.00





PAST OFFICERS' INSIGNIA

Here is the last word in official Auxiliary Past Officers' Insignia. This unusual selection, with its great variety of designs and wide price range, makes selection easy for the constantly increasing number of Units who annually decorate their retiring officers. Any one of these highly coveted insignia will eloquently bespeak the gratitude of your Unit in a never-to-be-forgotten fashion. Past Officers' Insignia pendants, rings, brooches-pins and badges-are available for all Past Unit and Department Officers. Special jeweled insignia (diamonds, etc.) quoted on application.

PENDANT—Sterling silver. Chain exquisitely set with brilliants. Medallion set with combination blue and white stone with a solid sterling silver insignia.

BROOCH—10-K solid green gold, including the insignia. New and distinctive. Also available in sterling silver.

RING—Solid green gold of an especially attractive design. The setting is black onyx, on which is superimposed a solid gold insignia. Very popular and decidedly practical.

PIN—Solid rose gold pin, chain and guard. Beautifully set with six genuine half pearls. The most popular of all Past Officers' Insignia. Also available (plain) without pearls.

BADGE—This is the original Past Officers' emblem of the Auxiliary and is still preferred by many. Available in three different qualities, at specially reduced prices.

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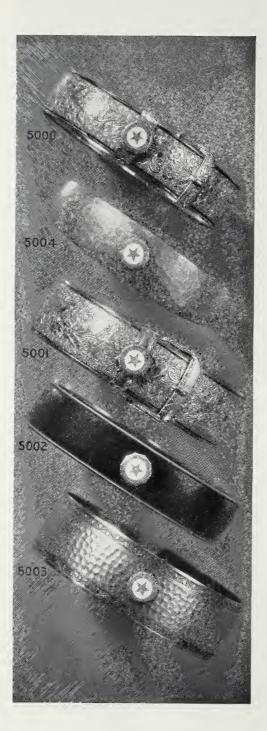
FRICES	Ring, 10-K\$12.00	Pin, 14-K (Jeweled)\$12.50
Pendant\$ 8.00	Ring, 14-K 14.50	Badge, Gold-plated
Brooch, Silver 3.00	Pin, 10-K (Plain) 6.00	Badge, 10-K 10.00
Brooch, 10-K 11.00	Pin, 10-K (Jeweled) 10.50	Badge, 14-K 12.00

Note: Engraving 5c extra per letter.

COMPACTS







BRACELETS

This unusual assortment of Auxiliary bracelets, affords a wide variety both in the matter of design and price. For many, a bracelet offers the ideal way of showing their Auxiliary membership. Any one of these attractive bracelets makes an ideal gift or membership prize.

Bracelet 5000

Bracelet 5004

Hammered, sterling silver bracelet, with the American Legion Auxiliary emblem beautifully enameled in colors.

Price.....\$1.75

Bracelet 5001

Yellow-gold-filled, buckle type bracelet, adjustable in size, with gold-plated Auxiliary emblem.

Price.....\$4.25

Bracelet 5002

A striking combination of silver and black enamel, with the small sterling silver Auxiliary emblem beautifully enameled in colors.

Bracelet 5003

Yellow-gold-filled, slip-over type bracelet, with gold-plated emblem, beautifully enameled in colors. An inexpensive, yet unusually attractive bracelet.

Price.....\$1.25

RINGS

Made with the utmost precision by skilled craftsmen, each one of these specially designed Auxiliary rings reflects the work of the master artisan. You will thoroughly enjoy wearing any one of these beautiful rings. The most acceptable gift, and ideal for membership prizes. To determine your correct ring size, a convenient ring gauge has been incorporated in the enclosed order blank.

Ring 63

A very striking design in a combination of yellow and green gold with small, narrow black onyx top, on which is surmounted a small, solid gold Auxiliary emblem, beautifully enameled in colors. Brand new and distinctly different type of ring.

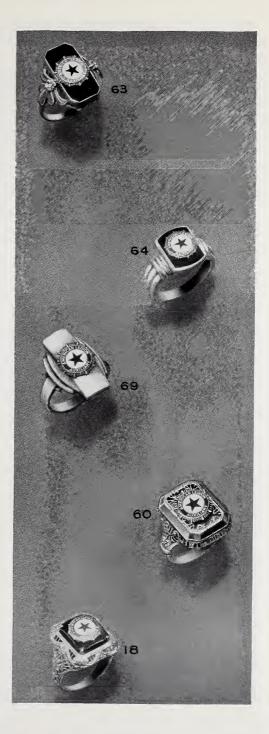
Price.....\$8.00

Ring 64

Ring 69

Ring 60

Ring 18



SPECIAL AWARDS



MEDAL NO. 7



PLAQUETTE NO. 11

The sponsoring of scholarship and essay contests is being undertaken each year by more and more Units. Here is a beautifully executed, two-inch medallion in solid bronze which is adaptable to practically every type of award. The lamp of knowledge and laurel wreath is symbolic of scholarship attainment, and accordingly is appropriate for any type of scholastic award. The back, as well as the face of the medal, is designed to carry special engraving to individualize each award. Packed for presentation in an individual green velvet lined case. Engraving 10c extra per letter (not word) or numeral. To avoid errors, the inscription should be submitted in typed or printed form.

PRICES 2-inch medal, packed complete with presentation case.

Bronze															.\$2.	25
Sterling															.\$5.	50
Gold-filled	ł.														\$11.	00

Note: No C. O. D. shipments. Remittance must accompany order. Two-week delivery.

DESCRIPTION AND PRICE

The recognition by Units of outstanding service to the Auxiliary or to the community, often presents the difficult problem of "what to give." Here is a beautifully modeled plaquette, size $2'' \times 2^3 / 4''$, in solid bronze, with the Auxiliary insignia beautifully reproduced in colors, which is adaptable for almost any award of this type. Each is packed in a specially designed green velvet lined presentation case, at no additional charge. Engraving 10c extra per letter (not word) or numeral. To avoid errors, the inscription should be submitted in typed or printed form.

PRICE, \$5.00 each

complete with presentation case.

Note: No. C. O. D. shipments. Remittance must accompany order. Two-week delivery.

PRIZE MEDALS AND AWARDS



The conducting of essay and scholarship contests is a most commendable undertaking, which more and more Units are sponsoring each year. Medals play an important part in such programs, and these offered herewith have been specially designed for the use of Auxiliary Units. Each medal is offered in three qualities: bronze, sterling and gold-filled, which makes possible a uniform award for first, second and third prizes. Solid gold medals can be furnished on special order. Prices quoted on application.

PRICES

Bronze	 	\$1.1	0
Sterling	 	1. 7	5
1/10 Gold-filled	 	3 . 2	5

All medals supplied with Red, White and Blue Ribbon, and in individual containers. Engraving 5c extra per letter or numeral. Remittance in full must accompany all orders. No C.O.D. shipments.

SMOKING ACCESSORIES

There is an undeniable touch of smartness to these beautifully made smoking accessories, which appeals instantly to the discriminating feminine smoker. Each carries a separately applied, Auxiliary emblem, beautifully enameled in colors. Ideal for gifts and membership prizes.

PRICES

No. 8018 Case

A striking white enameled, combination cigarette case and vanity. The cigarette compartment holds one row of cigarettes, while the vanity section holds rouge, lip-stick and loose powder compartment. Price......\$3.50

Lighter

A genuine Ronson lighter, beautifully enameled in black and white, with the

No. 8019 Cigarette Case

Thin and compact, this slender cigarette case, beautifully done in a combination of black and white enamel, has a capacity for approximately ten cigarettes. The gold-plated Auxiliary emblem is beautifully reproduced in colors.

Price\$2.50

